



# **Q1 2022 RESULTS**

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**14 April 2022**



**Q1 2022 HIGHLIGHTS**

**Q1 2022 REVENUE**

**2022 OUTLOOK**

**Q&A**

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# A Q1 2022 DOMINATED BY THE CONFLICT IN UKRAINE

## Ukraine:

- Safety of our 350 Ukraine employees and their families as a top priority
- Immediate and clear actions providing financial support, relocation aid & other initiatives
- Solidarity across the Groupe demonstrating the true Power of One

## Russia:

- Exit from Russia by ceding control to local management
- Securing a future for our 1,200 employees in the country
- Fulfilling our responsibilities to international clients



Acting with a people-first approach

# VERY STRONG START TO THE YEAR

Organic growth  
well-above expectations

**+10.5%**  
**Groupe Q1'22**  
*+2.8% in Q1'21*

Capturing shift in spend towards  
data, digital, commerce & DBT

**+18.5%**  
publicis  
sapien

**+8.0%**  
**U.S. Q1'22**  
*+5.1% in Q1'21*

**+14.9%**  
**Europe Q1'22**  
*-1.8% in Q1'21*

**+14.4%**  
**APAC Q1'22**  
*+5.7% in Q1'21*










- All operations up strongly
- Publicis Sapien at +16.3%,  
after +11.2% in Q1 2021
- Epsilon at +6.3%,  
after +4.7% in Q1 2021

- Europe grew +9.4% excluding Outdoor  
Media activities & the Drugstore
- France grew +12.3% excluding Outdoor  
Media activities & the Drugstore
- U.K. at +12.0%, with the expected  
turnaround of Publicis Sapien


- China up double-digit,  
benefitting from new business ramp up

# CONTINUED NEW BUSINESS MOMENTUM

## Q1 2022 New Business wins

		
Media U.S.	Media & Creative Global	Media Global
		
Media China	Media France & U.K.	Media Global
		
Creative MEA	Media U.S.	Creative Global

## External recognitions



tracking the global MarCom industry

### GLOBAL NEW BUSINESS RANKINGS 2021

based on Total New Business Values including retentions

MEDIA AGENCY NETWORKS: Starcom (2), MINDSHARE (1), Omnicom (3)

GROUPS: PUBLICIS MEDIA (2), Omnicom (1), Omnicom (3)

AdAge

RECMA New biz balance 2021 March 2022

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### 1b. New Biz Balance 2021 by Group

Publicis Media ahead of GroupM

New Biz Balance Jan to Dec 31<sup>st</sup> 2021 not incl. retentions

All numbers are in \$ million

Publicis Media	GroupM WPP	Havas Media	Omnicom Media Group	dentsu Int'l	Mediabrands
3 053	717	476	134	-484	-686

Including Standalones and dedicated units. Retentions are not taken into account. Each column represents the New Biz Balance = Wins minus Departures.

Special Report: Agency A-List

### PUBLICIS GROUPE BREAKS OUT AS FIVE-YEAR BET PAYS OFF

Publicis Groupe is A-List 2022 Holding Company of the Year

By Zuzanna

Facebook Twitter LinkedIn Email Print

ADWEEK

MEDIA AGENCY OF THE YEAR

### US Media Agency of the Year Spark Foundry's New Business Machine Powered a Monster Year

The Publicis Groupe shop nabbed Meta, KFC and more than a dozen other clients

campaign US

### Brand Experience Agency of the Year 2021: Digitas

by Campaign US Staff March 23, 2022

### THE FORRESTER WAVE™

Email Marketing Service Providers Q1 2022

Challengers Contenders Strong Performers Leaders

Stronger current offering

Stronger strategy

Market presence\*

Waker current offering

Waker strategy

\* A gray bubble or open dot indicates a nonparticipating vendor.

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# NET REVENUE

(EUR million)	Q1
<b>2022 net revenue</b>	<b>2,800</b>
2021 net revenue	2,392
Reported growth	+17.1%
<b>Organic growth</b>	<b>+10.5%</b>



# Q1 2022 NET REVENUE BY GEOGRAPHY

(EUR million)	Q1 2022	Q1 2021	2022 vs. 2021	Organic growth
<b>North America</b>	<b>1,748</b>	<b>1,505</b>	<b>+16.1%</b>	<b>+8.1%</b>
<b>Europe</b>	<b>662</b>	<b>561</b>	<b>+18.0%</b>	<b>+14.9%<sup>(1)</sup></b>
<b>Asia Pacific</b>	<b>261</b>	<b>217</b>	<b>+20.3%</b>	<b>+14.4%</b>
<b>Middle East Africa</b>	<b>75</b>	<b>62</b>	<b>+21.0%</b>	<b>+13.4%</b>
<b>Latin America</b>	<b>54</b>	<b>47</b>	<b>+14.9%</b>	<b>+13.1%</b>
<b>Total</b>	<b>2,800</b>	<b>2,392</b>	<b>+17.1%</b>	<b>+10.5%</b>

# Q1 2022 PERFORMANCE – NORTH AMERICA

(EUR million)	Q1 2022	Q1 2021	2022 vs. 2021	Organic growth
<b>North America</b>	<b>1,748</b>	<b>1,505</b>	<b>+16.1%</b>	<b>+8.1%</b>

## U.S.

- **60% of Groupe net revenue**
- **Organic growth: +8.0%**
- Positive growth in all activities
- Double-digit growth in **Media**
- **Creative:** mid-single digit growth driven by production and digital experience
- Strongest growth at **Publicis Sapient**, at +16.3% with strong demand for Digital Business Transformation
- **Epsilon** at +6.3%, with double-digit growth in digital media & data, absorbing the impact of the anticipated supply chain issue on Auto division

# Q1 2022 PERFORMANCE - EUROPE

(EUR million)	Q1 2022	Q1 2021	2022 vs. 2021	Organic growth
<b>Europe</b>	<b>662</b>	<b>561</b>	<b>+18.0%</b>	<b>+14.9%<sup>(1)</sup></b>

## UK

- 9% of Groupe net revenue
- Organic growth: +12.0%

- **Media:** Double-digit growth
- Stable **Creative** activities
- Strong growth at **Publicis Sapient**, benefitting from new business wins
- **Epsilon** up strongly from a small base

## France

- 6% of Groupe net revenue
- Organic growth: +39.2%
- **+12.3% excluding Outdoor Media & the Drugstore**

- Very strong growth in **Media** and at **Publicis Sapient**
- Mid-single digit growth in **Creative**
- Full recovery of **Outdoor Media & the Drugstore**

## Germany

- 3% of Groupe net revenue
- Organic growth: +1.2%

- Strong growth in **Media**
- **Publicis Sapient** down, following strong growth in 2021

## Central & Eastern Europe

- 2% of Groupe net revenue
- Organic growth: +14.9%

- Double-digit growth in **Poland, Romania** and **Hungary**
- **Russia** deconsolidated as of April 1, 2022

# Q1 2022 PERFORMANCE - REST OF WORLD

(EUR million)	Q1 2022	Q1 2021	2022 vs. 2021	Organic growth
<b>Asia Pacific</b>	<b>261</b>	<b>217</b>	<b>+20.3%</b>	<b>+14.4%</b>
<b>Middle East Africa</b>	<b>75</b>	<b>62</b>	<b>+21.0%</b>	<b>+13.4%</b>
<b>Latin America</b>	<b>54</b>	<b>47</b>	<b>+14.9%</b>	<b>+13.1%</b>

## Asia Pacific

- **9% of Groupe net revenue**
- **Organic growth: +14.4%**
- Strong growth in **Media**, notably Singapore, Australia & New Zealand
- Stable **Creative** in the region
- **Publicis Sapient** up strongly, driven by Thailand and India
- Continued strength of **China** at +10.6%

## Middle East Africa

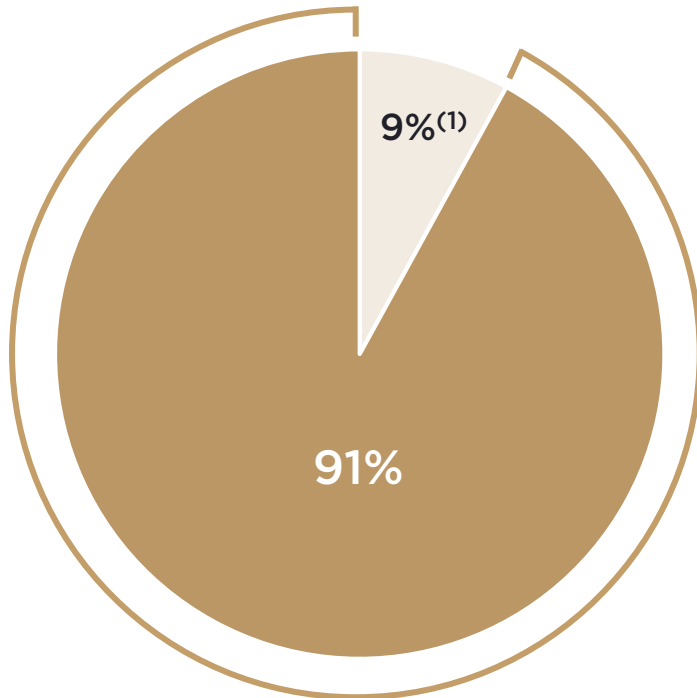
- **3% of Groupe net revenue**
- **Organic growth: +13.4%**
- Double-digit growth in **Media**
- Continued strong growth at **Publicis Sapient** in Middle-East
- Growth in **Creative** in Africa

## Latin America

- **2% of Groupe net revenue**
- **Organic growth: +13.1%**
- Growth in most countries in the region, largely driven by **Creative** activities

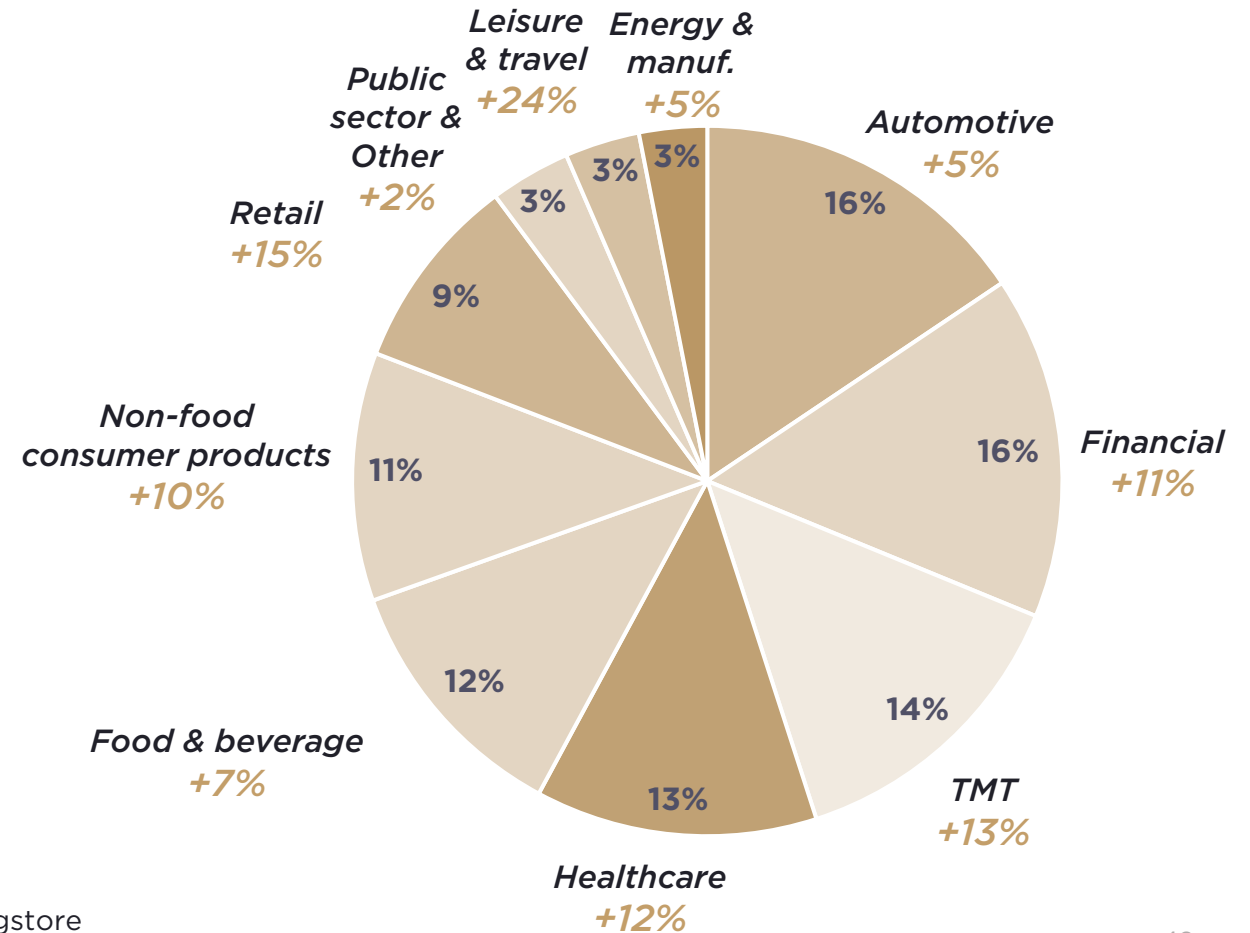
# Q1 2022 PERFORMANCE BY INDUSTRY

## Net revenue split



3,052 main clients representing 91% of Groupe net revenue

## Net revenue growth per client industry<sup>(2)</sup>



(1) Includes small clients, French Outdoor Media activities and the Drugstore  
 (2) Growth at constant currencies and at 2022 perimeter, based on 91% of net revenue

# NET FINANCIAL DEBT

(EUR million)	Q1 2022	FY 2021
<b>Net Financial Debt, 12-month average</b>	<b>1,277</b>	<b>1,530</b>
<b>Net Financial Debt, at end of period</b>	<b>718</b>	<b>76</b>

# LIQUIDITY AS OF MARCH 31, 2022

(EUR million)	March 31, 2022			March 31, 2021
	Total	Drawn	Available	Available
364-day revolving credit facilities	-	-	-	165
5-year revolving credit facility	-	-	-	443
5-year syndicated facility (Club Deal) <sup>(1)</sup>	2,000	-	2,000	2,000
<b>Total Committed Facilities</b>	<b>2,000</b>		<b>2,000</b>	<b>2,608</b>
Cash and Marketable Securities			3,032	2,486
<b>Total liquidity</b>			<b>5,032</b>	<b>5,094</b>



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# 2022 OUTLOOK

## Macro-driven uncertainties...

- Global health situation
- Conflict in Ukraine
- Inflation on raw material and energy

## ... But confidence in our ability to deliver in 2022:

- Strong Q1
- Expected very solid Q2, at around +5% organic after +17% last year
- Overall strength of the model



**All 2022 guidance targets confirmed**  
**FY organic growth expected at upper-end of +4 to +5% range**

# 3 ELEMENTS UNIQUELY POSITION US TO DELIVER

1

**INTEGRATED & DIFFERENTIATED CAPABILITIES**

Soon-to-be cookie-less world

Shift from paid to owned media

**EPSILON**

publicis  
sapient

- Accretive
- Drive growth in Media
- Double-digit growth in 2022

1/3<sup>rd</sup> of net revenue, integrated with creative & media

2

**2021 NEW BUSINESS CONTRIBUTION**

 Media Global	 Media Global	 Media Global
 Media U.S.	 Media China	 Media U.K.
 Creative Global	 Creative, media, data U.S.	 Creative Global

- #1 in net new business in 2021, in very intense year for reviews
- Large scale wins to ramp up in 2022, contributing to growth

3

**FLEXIBLE PLATFORM ORGANIZATION**

Country Model	Shared Services
Global Delivery	Marcel

- ▶ Invest in talent, Maintain price competitiveness, Mitigate current salary inflation

# CONCLUSION

## **Confidence in our ability to deliver in 2022**

Organic Growth at upper-end of +4 to +5% range  
17.5% Operating Margin | €1.4bn Free Cash Flow<sup>(1)</sup>

**Robust foundations and exceptional dedication of our people  
to navigate an uncertain context**

*Assuming no further deterioration in global health & economic situation*

*(1) Free Cash Flow before change in Working Capital*



**Q1 2022 HIGHLIGHTS**

**Q1 2022 RESULTS**

**2022 PRIORITIES**

**Q&A**



# APPENDIX

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# NET REVENUE & ORGANIC GROWTH CALCULATION

(EUR million)	Q1
<b>2021 net revenue</b>	<b>2,392</b>
Currency impact <sup>(2)</sup>	125
<b>2021 net revenue at 2022 exchange rate (a)</b>	<b>2,517</b>
<b>2022 net revenue before impact of acquisitions (b)</b>	<b>2,781</b>
Net revenue from acquisitions <sup>(1)</sup>	19
<b>2022 net revenue</b>	<b>2,800</b>
<b>Organic growth (b/a)</b>	<b>+10.5%</b>

2022 Currency impact	
(EUR million)	Q1
GBP <sup>(2)</sup>	8
USD <sup>(2)</sup>	100
Other	17
<b>Total</b>	<b>125</b>

- (1) Acquisitions (*CitrusAd, Boomerang, Tremend, BBK, Balance Internet, Taylor Herring, Octopus UK, and Means Advertising*), net of disposals (*DPZ&T and Nexus*)
- (2) EUR = USD 1.123 on average in Q1 2022 vs. USD 1.199 on average in Q1 2021  
 EUR = GBP 0.836 on average in Q1 2022 vs. GBP 0.870 on average in Q1 2021

# GROSS DEBT AS OF MARCH 31, 2022

## Breakdown by maturity

(EUR million)	Total	Apr. 2022 - Mar. 2023	Apr. 2023 - Mar. 2024	Apr. 2024 - Mar. 2025	Apr. 2025 - Mar. 2026	Apr. 2026 Onwards
Eurobond 2023	498		498			
Eurobond 2024	601			601		
Eurobond 2025 <sup>(1) (2)</sup>	768				768	
Eurobond 2028 <sup>(1) (2)</sup>	783					783
Eurobond 2031 <sup>(1) (2)</sup>	797					797
Earn out / Buy out	209	116	63	15	11	4
Other debt <sup>(1)</sup>	94	89	5			
<b>Total gross debt</b>	<b>3,750</b>	<b>205</b>	<b>566</b>	<b>616</b>	<b>779</b>	<b>1,584</b>

# NET DEBT AS OF MARCH 31, 2022

## Breakdown by currency

(EUR million)	Total	EUR	USD	GBP	Others
Eurobond 2023	498	498			
Eurobond 2024	601	601			
Eurobond 2025 <sup>(1) (2)</sup>	768		768		
Eurobond 2028 <sup>(1) (2)</sup>	783		783		
Eurobond 2031 <sup>(1) (2)</sup>	797		797		
Earn-out / Buy-out	209	29	89	13	78
Other debt <sup>(1)</sup>	94	8	76	5	5
Cash & marketable securities	(3,032)	(251)	(1,722)	(16)	(1,043)
<b>Net debt (cash)</b>	<b>718</b>	<b>885</b>	<b>791</b>	<b>2</b>	<b>(960)</b>

(1) Including fair values of associated derivatives

(2) Eurobond swapped in USD at fixed rate



# DEFINITIONS

**Net revenue:** Revenue less pass-through costs which comprise amount paid to external suppliers engaged to perform a project and charged directly to clients. Those costs are mainly production & media costs and out of pocket expenses.

**Organic growth:** Change in net revenue excluding the impact of acquisitions, disposals and currencies.

**Net debt (or financial net debt):** Sum of long and short financial debt and associated derivatives, net of treasury and cash equivalents excluding lease liability since 1<sup>st</sup> January 2018.

**Average net debt:** Average of monthly net debt at end of each month.

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